

2009 Tetris® Marketing Guideline





TABLE OF CONTENTS

1. INTRODUCTION	1
2. PURPOSE	2
3. BRANDING RULES	2
4. APPROVAL PROCESS	3
4.1 APPROVAL TIMES	3
5. LEGAL	4
5.1 COPYRIGHT NOTICES	4
5.2 USE OF THE TETRIS® TRADEMARK	4
6. STYLE GUIDE	5
6.1 PRODUCT NAME APPROVAL	5
6.2 LOGOS	5
6.2.1 USING THE TETRIS LOGO	5
6.2.2 PROPER PROPORTIONS	6
6.2.3 CLEAR SPACE	7
6.2.4 COMMON MISTAKES	7
6.2.5 MINIMUM SIZE	8
6.2.6 TETRIS COLOR PALETTE	8
6.2.7 CREATING A CUSTOM TETRIS LOGO	9
6.2.8 AUTHENTICATION MARK	11
7. PACKAGING	12
7.1 LOGO SIZE AND PLACEMENT	12
7.1.1 FRONT AND BACK	12
7.1.2 SPINE	12
7.2 AUTHENTICATION MARK	13
7.3 ADDITIONAL REQUIREMENTS	13
7.4 COMMON LOGO AND COPY USAGE ERRORS	14
7.4.1 FRONT	14
7.4.2 SPINE	14
7.4.3 BACK	14

TABLE OF CONTENTS

8. COPY GUIDELINES	15
8.1 MARKETING AND ADVERTISING	15
8.1.1 GAME DESCRIPTION COPY	15
8.1.2 APPROVED GAME DESCRIPTIONS BY CHARACTER SIZE AND WORD COUNT	15
8.1.3 PRESS RELEASES	16
8.1.4 APPROVED MARKETING "BLURBS"	16
8.1.5 OTHER APPLICATIONS	16
8.2 GAME MANUAL	17
8.2.1 IN-GAME AND GAME MANUAL CREDITS	17
8.3 TETRIS TERMINOLOGY	17
APPENDIX STYLESHEETS	19
A1. THE TETRIS LOGO	20
A1.1 FULL COLOR	20
A1.2 FOUR SPOT COLORS	21
A1.3 TWO SPOT COLORS	22
A1.4 ONE SPOT COLOR	22
A2. AUTHENTICATION MARK	23
A2.1 FULL COLOR	23
A2.2 ONE SPOT COLOR	24
A3. TETRIMINO COLORS	25
A3.1 O-TETRIMINO	25
A3.2 T-TETRIMINO	25
A3.3 I-TETRIMINO	26
A3.4 L-TETRIMINO	26
A3.5 J-TETRIMINO	27
A3.6 S-TETRIMINO	27
A3.7 Z-TETRIMINO	28

1. INTRODUCTION

Tetris® is an electronic puzzle game that was created by Alexey Pajitnov in 1984, while working in the USSR as a computer programmer. Pajitnov often programmed games to test new equipment using simple tasks, and in the process, developed a computer game based on the classic geometric puzzle board game “Pentominoes”, whose objective was to fit 12 different geometric-shaped pieces formed out of 5 squares into a box. The genius of Alexey’s computer game design was to have players arrange puzzle pieces in real time by having them “fall” faster and faster from the top of the screen.

Pajitnov reduced the program to seven shapes made from four squares, making the game easier for players. He called it Tetris, after “tetra,” the Greek word for four, and tennis, his favorite sport. After giving it to his colleagues, Tetris became an instant, hugely addictive hit, and shortly thereafter spread like wildfire throughout the Soviet Bloc’s computer literate. His subsequent friendship with Blue Planet Software President and CEO Henk Rogers, brought Tetris out of the Soviet Union to become one of the most widely played electronic games of all time.

Since that time, countless versions of Tetris have appeared on nearly every platform or device possessing a control button and a screen, from personal computers, game consoles and arcade machines to mobile phones and media players. No other electronic game has demonstrated the longevity and universal appeal of this simple, yet immensely addictive puzzle game.



Alexey and Henk. Photo courtesy of Joe Philipson

Tetris® Marketing Guideline

March, 2009

2. PURPOSE

Blue Planet Software, the official agent for Tetris, is as passionate about providing the Tetris brand with consistency and identity as its millions of players are passionate about the game. Using this guideline will ensure the unique place Tetris continues to hold as one of the world's most popular computer games.

The *Tetris Marketing Guideline* is your template for all end user communications related to Tetris. This guide is for all partners or other parties who are licensed and authorized to sell or distribute Tetris games.

3. BRANDING RULES

All logos, product names, copy, retail packaging, direct mail, sales sheets, advertising, partner and marketing materials, brochures, signage, websites, e-newsletters, banner ads and press kits must adhere to the following rules:

1. No brutal, violent, sexually explicit or otherwise offensive behavior may be depicted or implied in association with the Tetris brand.
2. No Russian style imagery can be used; the Tetris brand must stand on its own without a "prop" from the past.
3. "Classic" or "Original" cannot be used in the product name, logo, copy, game imagery or anything having to do with Tetris. Please try to point out that Tetris is constantly evolving to include new features and game play twists to provide a fresh and enjoyable experience for everyone.

4. APPROVAL PROCESS

All Tetris Licensee materials including but not limited to, logos, in product animated logos, product names, retail packaging, user manuals, direct mail, sales sheets, advertising, radio and TV advertising, partner and marketing materials, brochures, signage, websites, e-newsletters, banner ads, press kits, development builds, game music/sound effects, and game design documents are subject to the formal Blue Planet Software approval process. It is the responsibility of the Licensee to submit materials for approval in a timely manner. All materials are deemed NOT APPROVED until Blue Planet Software notifies Licensee of approval in writing.

All marketing materials, including the *Licensee Approval Form*, must be submitted to marketing@blueplanetsoftware.com. If submitting color printouts, prototypes, or merchandise, Licensee should send such materials to:

Blue Planet Software
55 Merchant Street, Suite 1700
Honolulu, HI 96813
Attn: Marketing Approvals

When sending materials through the mail, send a notification email to marketing@blueplanetsoftware.com describing the contents of the package and anticipated arrival date.

All Quality Assurance materials, including the *Licensee Approval Form*, must be submitted to qa@blueplanetsoftware.com.

All development requests and development support, including the *Licensee Approval Form*, must be submitted to development@blueplanetsoftware.com as well as qa@blueplanetsoftware.com.

Note: FTP access is available upon request.

4.1 APPROVAL TIMES

Initial submission review process	ten (10) business days from receipt of materials
Resubmission review process	five (5) business days from receipt of materials
Special circumstance review process (e.g., trademarks, copyright, and short legal notices)	three (3) business days from receipt of materials

Licensees will be notified in writing if there are issues that require changes. If changes are required, Licensees must resubmit the corrected materials for final approval.

Tetris® Marketing Guideline

March, 2009

5. LEGAL

5.1 COPYRIGHT NOTICES

Licensees must include a legal notice on all Tetris related material. A copy of such notice is shown below:

Tetris® & © 1985~(current year) Tetris Holding, LLC.

Tetris logo, Tetris theme song and Tetriminos are trademarks of Tetris Holding, LLC.

Licensed to The Tetris Company.

Game Design by Alexey Pajitnov.

Logo Design by Roger Dean.

All Rights Reserved.

Sub-licensed to (Licensee) (optional).

If approved by Blue Planet Software, a short form of this notice (as shown below) may be used in special circumstances.

Tetris® & © 1985~(Current Year) Tetris Holding, LLC.

5.2 USE OF THE TETRIS® TRADEMARK

When using the Tetris trademark (the "Mark") in any text reference, you must include a ® symbol right after the Mark when it first appears in the text. It is not necessary to include the ® symbol every time the Mark appears after the first use. However, in the event the Mark appears in a heading, the ® symbol must also be included with the Mark.

Correct examples: The Tetris® brand continues to expand its line of video games.

Tetris® Ultra is the ultimate Tetris challenge.

Incorrect examples: Tetris is loved by people of all ages.

Tetris Ultra® is a new variant...

It is very important to distinguish the Mark from the rest of the text so that it stands out. Therefore, Licensees must always capitalize the first letter of the Mark. In addition, Licensees may also choose to italicize or bold the Mark for extra emphasis.

Correct examples: Tetris® is one of the most popular electronic games of all time.

Simple yet addictive, *Tetris®* keeps players entertained for hours.

New **Tetris®** variants continue to make **Tetris** fun and fresh.

Incorrect example: Play tetris® today.

6. STYLE GUIDE

6.1 PRODUCT NAME APPROVAL

Before creating a logo, your company must submit a name for your product to marketing@blueplanetsoftware.com for approval. Blue Planet Software will return to you a *Licensee Approval Form* listing any required changes.

Any Tetris product should have the name "Tetris" in front of it, in order to better catalogue and search for the name of the game.

6.2 LOGOS

6.2.1 Using the Tetris Logo

If you use the Tetris logo by itself, without incorporation into your specific product name, Blue Planet Software provides a color EPS file of this logo online. The logo can be used only in the approved sizes, proportions, and colors. A ® symbol must be placed next to the top right corner of the logo as illustrated below.



Tetris® Marketing Guideline

March, 2009

6.2.2 Proper Proportions

Be sure to maintain the proper proportions of the Tetris logo. Do not scale or skew any part of the logo. Also, do not modify the logo to attain a three-dimensional view; the logo must be viewed directly from the front and in two dimensions.



Correct Logo Proportions



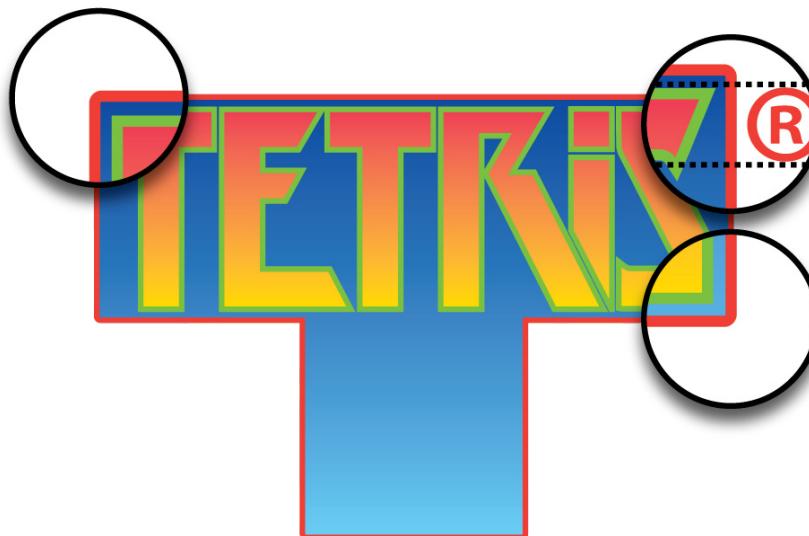
Incorrect Logo Proportions



Incorrect Logo Proportions

Do not scale or skew the Tetris logo T shape.

Do not modify the logo to attain a 3D view.



(Upper Left and Lower Right)

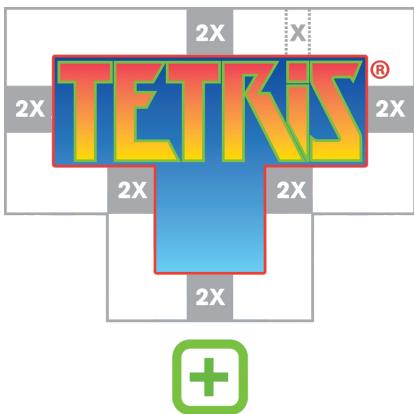
The red outline width for the T shape is equal to the green outline width for the Tetris text as well as the blue space between the two.

(Upper Right)

The height of the ® is determined by the height of the top horizontal portion of the "S" in the Tetris text.

6.2.3 Clear Space

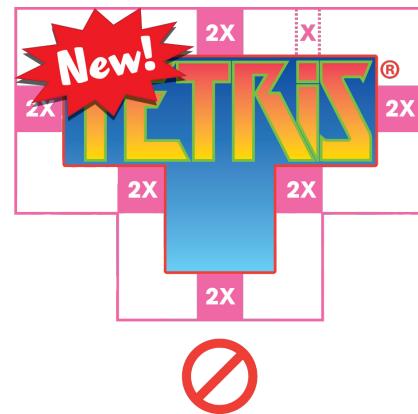
The logo must have adequate spacing around it in order to set it apart from other nearby images. Maintain a minimum of two times the width of the "i" character (in the Tetris text) spacing around the entire logo.



Correct Clear Space



Incorrect Clear Space



Incorrect Clear Space

6.2.4 Common Mistakes

The following examples illustrate common logo mistakes:



Incorrect Logo

Using the T-Tetrimino shape to create the Tetris logo T shape will cause the Tetris text to stretch.



Incorrect Logo

The proper relationship between the Tetris T shape and the Tetris text must be maintained.



Incorrect Logo

Do not use excessive inline or outline weights.

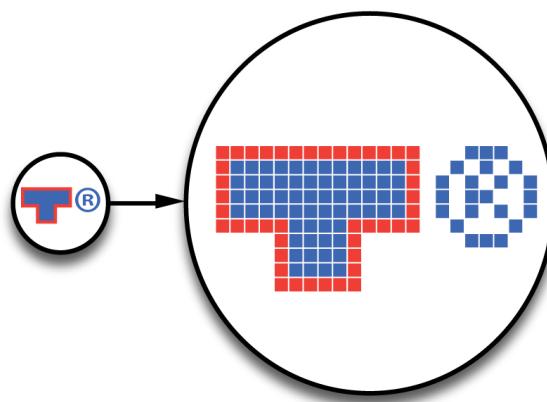
Tetris® Marketing Guideline

March, 2009

6.2.5 Minimum Size

When using the Tetris logo at resolutions below 128 pixels in width, special care needs to be taken such that the ® symbol does not fall below 7 x 7 pixels in size.

At resolutions below 20 pixels in width, the Tetris text becomes unreadable. In this case, substitute a solid T shape (without the Tetris text) with the correctly-sized ® symbol.



Tetris T Shape Logo at 22 x 10 Pixels

6.2.6 Tetris Color Palette

The following colors are used in the Tetris logo, Authentication Mark, and seven Tetrominos:

Tetris Logo Colors

OBJECT	CMYK	RGB	HEX	PANTONE
T Shape Outline	M90 Y60	R237 G41 B57	ED2939	032 C
T Shape Fill Top	C100 M82 K2	R0 G35 B149	002395	REFLEX BLUE C
T Shape Fill BTM	C51 Y1	R114 G119 B231	72C7E7	297 C
Text Outline	C63 Y97	R105 G190 B40	69BE28	368 C
Text Fill Top	M90 Y60	R237 G41 B57	ED2939	032 C
Text Fill BTM	M12 Y100	R254 G203 B0	FECB00	116 C

Authentication Mark Colors

OBJECT	CMYK	RGB	HEX	PANTONE
Background Fill	K100	R0 G0 B0	000000	100% BLACK
T Graphic Fill	K40	R167 G169 B172	A7A9AC	40% BLACK
Text Fill	M30 Y100	R240 G171 B0	FOAB00	130C

Tetrimino Colors

OBJECT	CMYK	RGB	HEX	PANTONE
Z-Tetrimino	M90 Y60	R237 G41 B57	ED2939	032 C
L-Tetrimino	C55 Y100	R255 G121 B0	FF7900	151 C
O-Tetrimino	M12 Y100	R254 G203 B0	FECB00	116 C
S-Tetrimino	C63 Y97	R105 G190 B40	69BE28	368 C
I-Tetrimino	C100	R0 G159 B218	009FDA	PROCESS CYAN C
J-Tetrimino	C100 M42	R0 G101 B189	0065BD	300 C
T-Tetrimino	C52 M96	R149 G45 B152	952D98	254 C

6.2.7 Creating a Custom Tetris Logo

The goal of the Tetris logo is to establish brand consistency. Licensees must adhere to the basic Tetris logo shape as pictured below. The basic Tetris logo is comprised of two parts: 1) the "T" and 2) the "Font". The font must be proportional to the "T" as seen in the image below. A link to the PDF file of the image below is available in the Licensee area at www.tetris.com.



In addition, Blue Planet Software allows Licensees to create a variant of the look they believe will connect best with their target audience. Tetris Licensees can alter the colors or patterns of their logo, making the "T" transparent, partially covering it by an illustration, or depicting an illustration overflowing out of the "T" and onto the background. Drop shadows and 3D effects may also be added to the basic logo if they do not distort its basic shape.

Tetris® Marketing Guideline

March, 2009

Once Blue Planet Software has approved the exact title for your Tetris product (e.g., Tetris DS or Tetris Head to Head), you need to incorporate that wording into the base of the logo. In the following example, the product name is "Sample."



The extra words added to create your full product name may be added anywhere on or near the base of the logo, as long as the title is clearly legible.

All custom logos are subject to the formal Blue Planet Software approval process.



6.2.8 Authentication Mark

The Authentication Mark must be used on all retail packaging, user manuals, direct mail campaigns, sales sheets, advertising, partner and marketing materials, brochures, signage, websites, e-newsletters, banner ads and press kits. This mark distinguishes officially licensed products from pirated products.



www.tetris.com

Authentication Mark Colors

OBJECT	CMYK	RGB	HEX	PANTONE
Background Fill	K100	R0 G0 B0	000000	100% BLACK
T Graphic Fill	K40	R167 G169 B172	A7A9AC	40% BLACK
Text Fill	M30 Y100	R240 G171 B0	FOAB00	130C

The Authentication Mark must be 25 to 50% the size of the Tetris logo.



Tetris® Marketing Guideline

March, 2009

7. PACKAGING

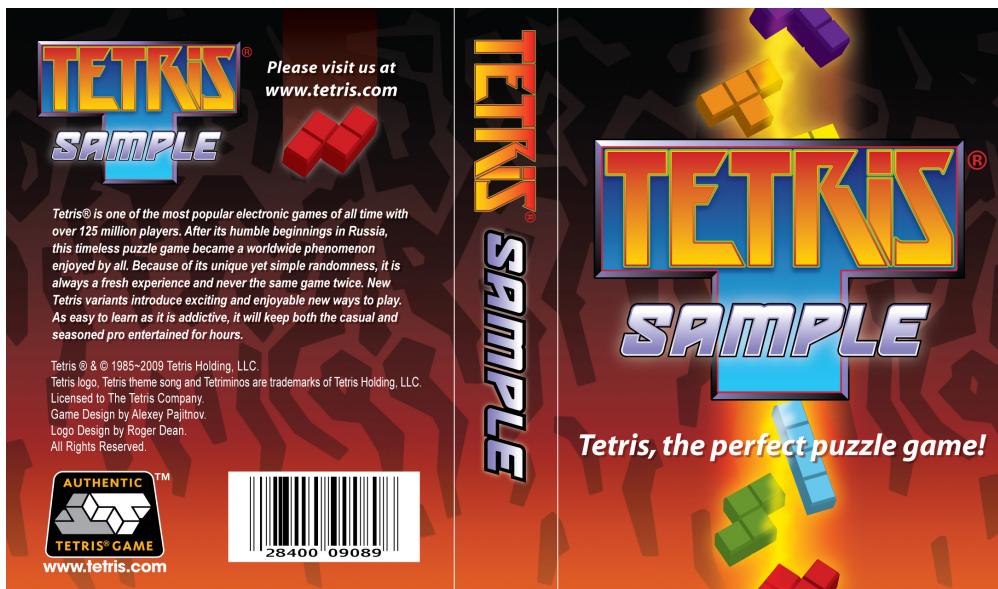
7.1 LOGO SIZE AND PLACEMENT

7.1.1 Front and Back

The Tetris logo must fill at least one quarter (1/4) of the total front-package space, and must be centered horizontally. The Tetris logo must be no closer than one quarter (1/4) inch from the top, bottom or sides of the package front. The "T" of the Tetrimino must not be obscured or covered over; it needs to be easily recognizable as a "T".

7.1.2 Spine

Due to space considerations, you may drop the "T" background and choose to place only the Tetris font on the spine (side) of your package. See example below.



7.2 AUTHENTICATION MARK

All official Tetris Licensees must place the Authentication Mark in the following areas:

Outer package (Back, Spine or Front)

Manual (Back or inside Cover, next to the Tetris legal copy)



www.tetris.com

7.3 ADDITIONAL REQUIREMENTS

All packaging must contain mention of the **www.tetris.com** web site.

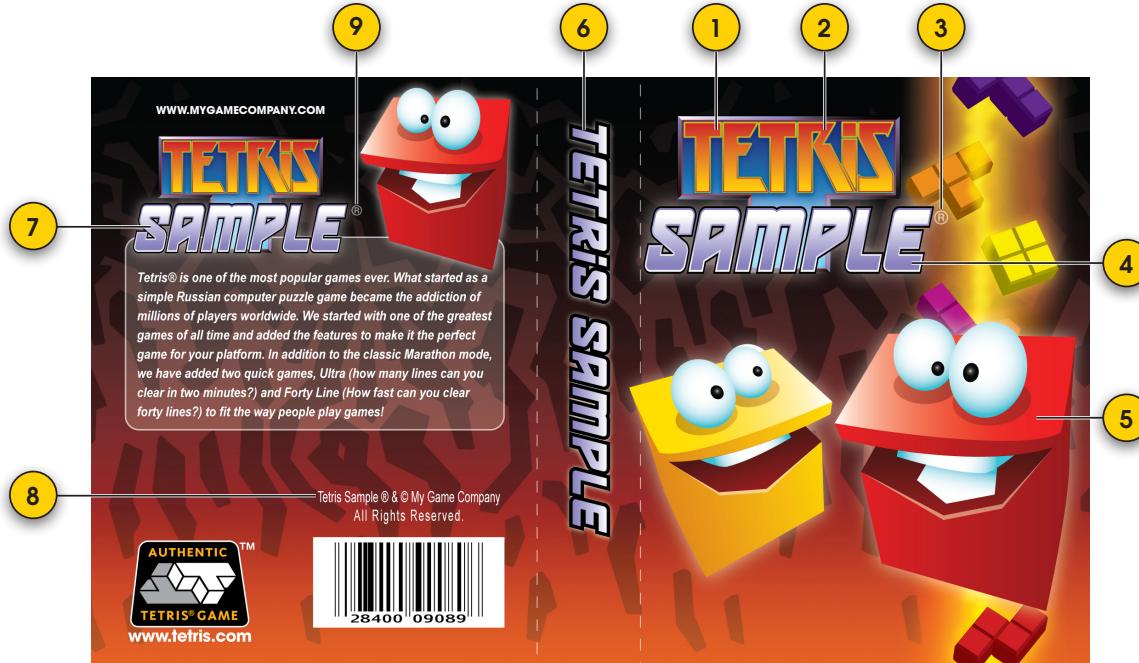
All packaging must feature the Tetrimino shapes. This is to reinforce the consistency of the brand.



Tetris® Marketing Guideline

March, 2009

7.4 COMMON LOGO AND COPY USAGE ERRORS



7.4.1 Front

1. The Tetris Logo is not centered.
2. The Tetris Logo does not cover at least one quarter (1/4) of the total front package space.
3. The registered trademark symbol does not appear next to the top right corner of the logo.
4. The word "Sample" obscures and covers over the bottom of the "T" in the Tetris logo, preventing the "T" from being easily recognizable.
5. The focus is on the Mino character, not on the title of the game.

7.4.2 Spine

6. The word "Tetris" does not utilize the correct Tetris Font.

7.4.3 Back

7. The word "Sample" obscures and covers over the bottom of the "T" in the Tetris logo, preventing the "T" from being easily recognizable.
8. The legal copy is incorrect and does not utilize either the short or long form.
9. The registered trademark symbol is missing from the top right corner of the logo.

8. COPY GUIDELINES

8.1 MARKETING AND ADVERTISING

8.1.1 Game Description Copy

To describe Tetris game play, use the copy below:

Tetris® is a deceptively simple, completely addictive puzzle game. The object of the game is to position the falling Tetriminos across the bottom of the Matrix. Tetriminos are shapes created from four Minos (blocks) joined together into seven different patterns. The Tetriminos must be rotated as they fall and positioned across the bottom leaving no open spaces. When an entire horizontal line fills with Minos, the line clears from the Matrix. If lines are not completely filled with Minos, they will not clear from the Matrix, and the Tetriminos will continue to stack up higher and higher. If the stack of Tetriminos reaches the top of the Matrix, the game is over!

Note: Please refer to the **Tetris Terminology** section for definitions of the capitalized terms mentioned above.

8.1.2 Approved Game Descriptions by Character Size and Word Count

Approved 149-Character (25-Word) Description

Tetris® is one of the most popular electronic games of all time. Famous worldwide, this simple yet addictive game will keep you entertained for hours.

Approved 178-Character (30-Word) Description

Tetris® is one of the most popular electronic games of all time with over 125 million players. Famous worldwide, this simple yet addictive game will keep you entertained for hours.

Approved 207-Character (35-Word) Description

Tetris® is one of the most popular electronic games of all time with over 125 million players. Famous worldwide, this simple yet addictive game will keep both the casual and seasoned pro entertained for hours.

Approved 309-Character (54-Word) Description

Tetris® is one of the most popular electronic games of all time with over 125 million players. After its humble beginnings in Russia, this timeless puzzle game became a worldwide phenomenon enjoyed by all. As easy to learn as it is addictive, it will keep both the casual and seasoned pro entertained for hours.

Approved 487-Character (84-Word) Description

Tetris® is one of the most popular electronic games of all time with over 125 million players. After its humble beginnings in Russia, this timeless puzzle game became a worldwide phenomenon enjoyed by all. Because of its unique yet simple randomness, it is always a fresh experience and never the same game twice. New Tetris variants introduce exciting and enjoyable new ways to play. As easy to learn as it is addictive, it will keep both the casual and seasoned pro entertained for hours.

Tetris® Marketing Guideline

March, 2009

8.1.3 Press Releases

For all Press Releases that mention Tetris, you must include the following paragraph:

About Tetris®

Tetris® is one of the leading video game brands and franchises in the world. Loved globally by people of all ages and all cultures, Tetris continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of and The Tetris Company, LLC is the exclusive licensor of Tetris worldwide. The Tetris Company, through its agent Blue Planet Software, Inc., licenses and manages the Tetris intellectual property and franchise worldwide. Blue Planet Software works with Licensees to deliver top quality products that are relevant, fun and challenging. For the latest information about Tetris and Tetris products, please visit www.tetris.com.

8.1.4 Approved Marketing “Blurbs”

- Tetris® is one of the most popular electronic games of all time.
- From its humble beginnings in Russia to a worldwide phenomenon.
- Over 125 million copies sold.
- It's the one game that everyone plays.
- Tetris® is loved globally by all ages and all cultures.
- One of the most addictive and recognizable games in gaming history.
- The Tetrimino is an icon of video gaming from the game loved by millions.
- One of the largest selling and recognized brands in gaming history.
- Challenging, addictive, and always a fresh, fun experience.
- The game that sold millions of Game Boys®.
- Tetris®: The perfect puzzle game.
- The world's most popular video game. Over 125 million fans worldwide!
- Completely addictive, deceptively simple.

8.1.5 Other Applications

Blue Planet Software asks that you make every effort to create collateral that will feature your Tetris logo in a legible and aesthetically pleasing manner. Blue Planet Software will not approve logos or packages that are illegible, severely unattractive, or do not follow these guidelines.

Game Boy is a registered trademark of Nintendo of America Inc.

8.2 GAME MANUAL

8.2.1 In-Game and Game Manual Credits

If your product contains a Credits section in the game and/or game manual, you must include the following entries:

Original Game Design by Alexey Pajitnov.

Tetris Logo Design by Roger Dean.

Please reserve an area for Blue Planet Software in the Credits section. The names of our Quality Assurance team members who were involved in testing your product should be included in this section.

8.3 TETRIS TERMINOLOGY

You must use the following terminology when describing Tetris game play.

Note: International products may use equivalent translations of these items. If any suffixes are added to this terminology, the terms themselves should remain capitalized: e.g., Tetris, Line Clearing, Minos, etc.

Back-to-Back: *adj.* describes two major bonus actions, such as two Tetris, performed without a Single, Double, or Triple Line Clear occurring between them.

Block Out: *n.* the Game Over Condition that occurs when part of a newly-generated Tetrimino is blocked due to an existing Block in the Matrix.

Line Clear: *n.* when a horizontal row is completely filled with Blocks, it is removed from the Matrix and is called a Line Clear. All pieces above the Line Clear shift down to fill the space. Most Tetris variations award scoring or other bonuses for the number of lines cleared at one time. These are known as “Line Clear Bonuses”.

Matrix (may-trix): *n.* the rectangular arrangement of cells creating the active game area, usually 10 columns wide by 20 rows high. Tetriminos fall from the top-middle just above the Skyline (off-screen) to the bottom.

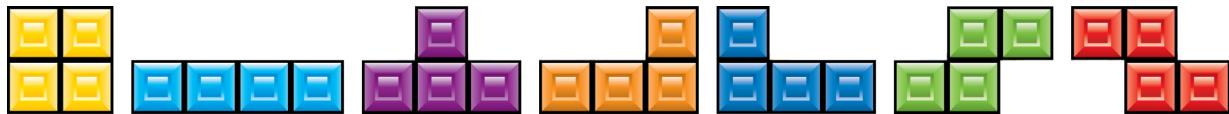
Mino (mee-noh): *n.* a single square-shaped building block of a shape called a Tetrimino. Four Minos arranged into any of their various connected patterns is known as a Tetrimino.

Skyline: *n.* the horizontal line at the top of the Matrix. Tetriminos fall from the middle of the Matrix just above the Skyline.

Tetris® Marketing Guideline

March, 2009

Tetriminos (tetri-mee-nohs): *n.* geometric Tetris® shape formed by four Minos connected along their sides. A total of seven possible Tetriminos can be made using four Minos, each represented by a unique color.



O-Tetrimino: yellow; a square shape; four blocks in a 2×2 square.

I-Tetrimino: light blue; shaped like a capital I; four blocks in a straight line.

T-Tetrimino: purple; shaped like a capital T; a row of three blocks with one added above the center.

L-Tetrimino: orange; shaped like a capital L; a row of three blocks with one added above the right side.

J-Tetrimino: dark blue; shaped like a capital J; a row of three blocks with one added above the left side.

S-Tetrimino: green; shaped like a capital S; two stacked horizontal dominoes with the top one offset to the right.

Z-Tetrimino: red; shaped like a capital Z; two stacked horizontal dominoes with the top one offset to the left.

Tetris® (tet-ris): *n.* the result of using a vertical I-Tetrimino to clear four lines at the same time, the maximum possible, for a large scoring bonus. The plural form is Tetrises (for example, Back-to-Back Tetrises).

APPENDIX STYLESHEETS

All official Tetris Licensees must use the Tetris logo to maintain brand consistency. Licensees must adhere to the basic Tetris logo shape and colors defined in the following pages.

Important for Printers & Artists: Please always use the coated/laminated version of the color as a starting point even when printing on uncoated paper. All CMYK, RGB, and HEX color specifications were referenced from the Pantone® Color Bridge for coated stock.

Tetris, Tetris logo, and Tetriminos are trademarks of Tetris Holding, LLC. All other trademarks are the property of their respective owners.

Tetris® Marketing Guideline

March, 2009

A1. THE TETRIS LOGO

A1.1 FULL COLOR

All official Tetris Licensees must use the Tetris logo to maintain brand consistency. Licensees must adhere to the basic Tetris logo shape and colors defined below.



Tetris Logo Full Color

OBJECT	CMYK	RGB	HEX	PANTONE
T Shape Outline	M90 Y60	R237 G41 B57	ED2939	032 C
T Shape Fill Top	C100 M82 K2	R0 G35 B149	002395	REFLEX BLUE C
T Shape Fill BTM	C51 Y1	R114 G119 B231	72C7E7	297 C
Text Outline	C63 Y97	R105 G190 B40	69BE28	368 C
Text Fill Top	M90 Y60	R237 G41 B57	ED2939	032 C
Text Fill BTM	M12 Y100	R254 G203 B0	FECB00	116 C

Note: The Tetris T Shape Fill is a gradient that blends from Pantone Reflex Blue C to Pantone 297 C with a 50% midpoint. The Tetris T Text Fill is a gradient that blends from Pantone 032 C to Pantone 116 C with a 50% midpoint.

The Tetris logo should be printed using full color printing whenever possible. Please reference the color values listed above. CMYK, RGB, and HEX conversions have been provided. A special specification is available when using four spot colors or black only.

A1.2 FOUR SPOT COLORS

In circumstances where the print process does not support full color printing, the four spot color version of the logo may be substituted for that particular printing device or application. Prior approval must be obtained.



Tetris Logo Four Spot Colors

OBJECT	CMYK	RGB	HEX	PANTONE
T Shape Outline	M90 Y60	R237 G41 B57	ED2939	032 C
T Shape Fill	C100 M42	R0 G101 B189	0065BD	300 C
Text Outline	C63 Y97	R105 G190 B40	69BE28	368 C
Text Fill	M55 Y00	R255 G121 B0	FF7900	151C

Tetris® Marketing Guideline

March, 2009

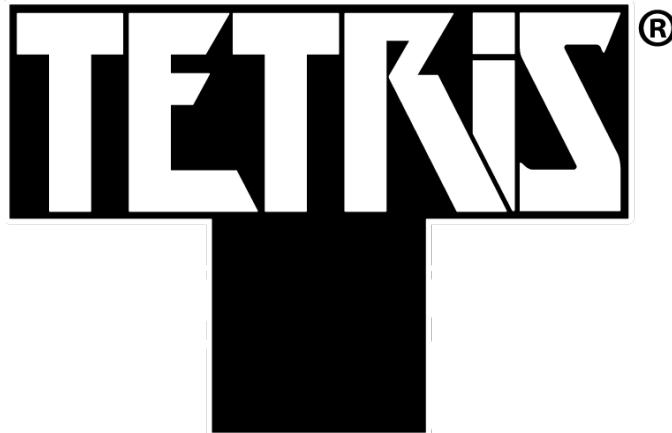
A1.3 TWO SPOT COLORS



Tetris Logo Two Spot Colors

OBJECT	CMYK	RGB	HEX	PANTONE
T Shape Fill	C100 M42	R0 G101 B189	0065BD	300 C
Text Fill	M55 Y00	R255 G121 B0	FF7900	151C

A1.4 ONE SPOT COLOR



Tetris Logo One Spot Color

OBJECT	CMYK	RGB	HEX	PANTONE
Graphic Shape	K100	R0 G0 B0	000000	100% BLACK

A2. AUTHENTICATION MARK

A2.1 FULL COLOR

All official Tetris Licensees must place the Authentication Mark on the outer package (back, side, or front) and on the manual (back or inside). The Authentication Mark helps distinguish between an officially licensed product and a pirated product, which is a principal concern for both Blue Planet Software and all Tetris Licensees.



Authentication Mark Full Color

OBJECT	CMYK	RGB	HEX	PANTONE
Background Fill	K100	R0 G0 B0	000000	100% BLACK
T Graphic Fill	K40	R167 G169 B172	A7A9AC	40% BLACK
Text Fill	M30 Y100	R240 G171 B0	F0AB00	130C

The Authentication Mark should be printed in three spot colors as shown above. If full color printing is to be used, please reference the color values listed. CMYK, RGB, and HEX conversions have been provided. A special specification is available when using black only.

Tetris® Marketing Guideline

March, 2009

A2.2 ONE SPOT COLOR

In circumstances where the print process does not support full color printing, the spot color version of the Authentication Mark may be substituted for that particular printing device or application. Prior approval must be obtained.



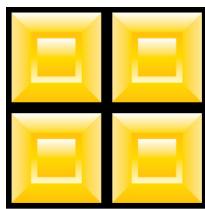
Authentication Mark One Spot Color

OBJECT	CMYK	RGB	HEX	PANTONE
Graphic Shape	K100	R0 G0 B0	000000	100% BLACK

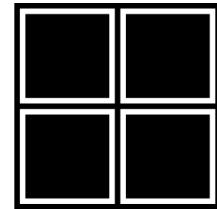
A3. TETRIMINO COLORS

A3.1 O-TETRIMINO

This Tetrimino is a square shape; four blocks in a 2 x 2 square.



Full color version

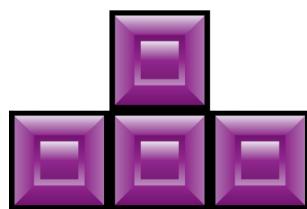


Monochromatic version

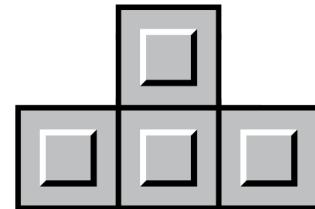
COLOR	CMYK	RGB	HEX	PANTONE
	M12 Y100	R254 G203 B0	FECB00	116 C

A3.2 T-TETRIMINO

This Tetrimino is shaped like a capital T; a row of three blocks with one added above the center.



Full color version



Monochromatic version

COLOR	CMYK	RGB	HEX	PANTONE
	C52 M96	R149 G45 B152	952D98	254 C

Tetris® Marketing Guideline

March, 2009

A3.3 I-TETRIMINO

This Tetrimino is shaped like a capital I; four blocks in a straight line.



Full color version

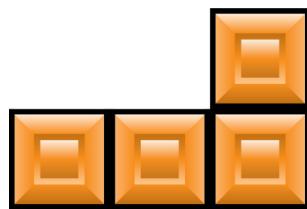


Monochromatic version

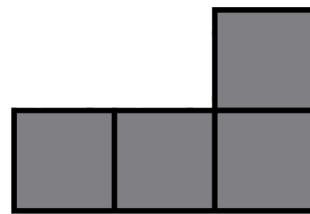
COLOR	CMYK	RGB	HEX	PANTONE	
	Light Blue	C100	R0 G159 B218	009FDA	PROCESS CYAN C

A3.4 L-TETRIMINO

This Tetrimino is shaped like a capital L; a row of three blocks with one added above the right side.



Full color version

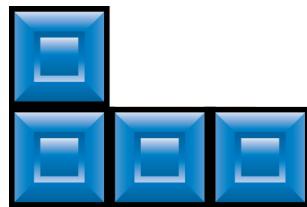


Monochromatic version

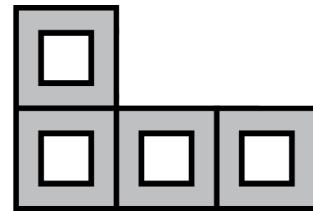
COLOR	CMYK	RGB	HEX	PANTONE	
	Orange	C55 Y100	R255 G121 B0	FF7900	151 C

A3.5 J-TETRIMINO

This Tetrimino is shaped like a capital J; a row of three blocks with one added above the left side.



Full color version

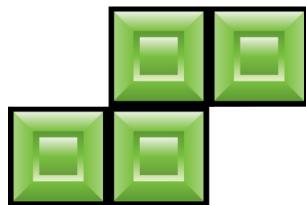


Monochromatic version

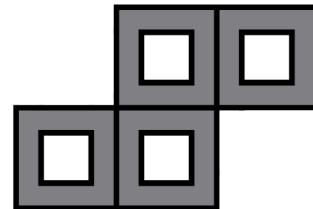
COLOR	CMYK	RGB	HEX	PANTONE
Dark Blue	C100 M42	R0 G101 B189	0065BD	300 C

A3.6 S-TETRIMINO

This Tetrimino is shaped like a capital S; two horizontal dominoes with the top one offset to the right.



Full color version



Monochromatic version

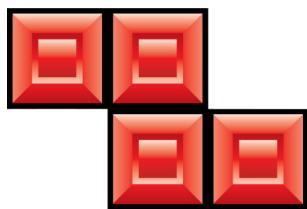
COLOR	CMYK	RGB	HEX	PANTONE
Green	C63 Y97	R105 G190 B40	69BE28	368 C

Tetris® Marketing Guideline

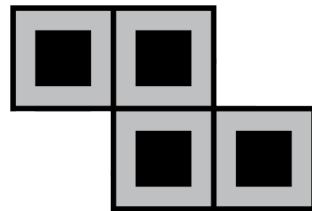
March, 2009

A3.7 Z-TETRIMINO

This Tetrimino is shaped like a capital Z; two horizontal dominoes with the top one offset to the left.



Full color version



Monochromatich version

COLOR	CMYK	RGB	HEX	PANTONE
 Red	M90 Y60	R237 G41 B57	ED2939	032 C